

**TOPS MARKET #204
2505 W. STATE STREET
OLEAN, NEW YORK**

EVALUATION:

- **CARTON FIXTURING SHOULD BE MOVED BEHIND THE CHECK-STANDS, OR TO A NON-SELF SERVICE SET.**
- **ESTIMATED CARTON SALES - 30% OF TOTAL CARTONS.**
- **MAINTAIN PACKAGE FIXTURES AND VOLUME.**
- **REDUCE SIZE OF CARTON FIXTURE - CURRENTLY 16' LINEAR TO BETWEEN 10' AND 12' (MABYE MORE).**

--SAVINGS RESULTS IN CARTON INVENTORY ARE:

<u>4' SECTION</u>	<u>5' SECTION</u>	<u>6' SECTION</u>
444 CTNS	518 CTNS	666 CTNS
\$6,935.28	\$8,091.16	\$10,402.92

- **TRACK SCANS TO BE SURE OF ACCURACY.**
- **CHECK INVENTORY TO ENSURE THAT NON SCAN PRODUCT ISN'T BEING TRADED IN.**
- **39 CARTONS WERE SENT BACK TO THE WAREHOUSE AS RETURNED GOODS. HAS THE \$646.71 BEEN CREDITED?**

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REPORT CIGARETTE VOLUME - 140 CPW (ESTIMATED)

CIGARETTE FIXTURING

- **RJR FLEX 5' X 6.5'**

PACKAGE FIXTURES

- **RJR SPLM AT EXPRESS CHECKOUT**
- **PM (2) SPLM AT SELF SERVICE CHECKOUTS**

PAYMENTS (4TH QUARTER)

- **\$1,548.00 RJR**
- **? COMPETITION**

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TOPS MARKETS #204
FLEX 5x6.5 - 7 SHELVES
350 ROWS (CARTON CAPACITY 1850)



RJR	RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR	RJR
PM	PM	PM	PM	PM	PM
PM	PM	LOR	LOR	LOR	LOR
PM	PM	PM	PM	PM LOR (2) (7)	B&W
PM	PM	PM	PM	PM	B&W
L&M	L&M ATC (7) (2)	ATC	ATC	ATC MONARCH (2) (7)	B&W
2.5' 8 ROWS	3' 9 ROWS	2.5' 8 ROWS	2.5' 8 ROWS	3' 9 ROWS	2.5' 8 ROWS

	ROWS	% ROWS
RJR	100	28.57%
PM	144	41.14%
LOR	40	11.43%
ATC	20	5.71%
B&W	24	6.86%
L&M	15	4.29%
MONARCH	7	2.00%
TOTAL	350	100.00%

REVISED: 10/92

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Sal R. Bordonaro 10-2-91